



WFLX

ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/25/12-10/31/12

Contract / Revision 840958 /

Original Date / Revision
10/24/12 10/24/12

Advertiser 60 Plus Association

Agency Mentzer Media Services

Buying Contact

600 Fairmount Ave, Suite 306
Towson, MD 21286

Product

60 PLUS ASSOCIATION

Agency Com 15%

Billing Contact

600 Fairmount Ave, Suite 306
Towson, MD 21286

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2175

Alt Order # 06395228

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency General AiGen-Gener

Product Codes PL20

Priority P 1

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	8	\$5,984.00	\$7,040.00	0.00	10/01/12	10/28/12	8	\$5,984.00	\$7,040.00
November 2012	8	\$2,737.00	\$3,220.00	0.00	10/29/12	10/31/12	8	\$2,737.00	\$3,220.00
Totals	16	\$8,721.00	\$10,260.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/26/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	----2--	:30	2	\$175.00	P 1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----2--		2				\$175.00		0.00			
E 2	WFLX	10/26/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	----2--	:30	2	\$175.00	P 1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----2--		2				\$175.00		0.00			
E 3	WFLX	10/26/12	10/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	----2--	:30	2	\$1,085.00	P 1	0.00	NM	2	\$2,170.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Amount
E 3	WFLX	10/26/12	10/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	----2--	:30	2	\$1,085.00	P 1	0.00 NM	2	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	----2--		2				\$1,085.00		0.00		
E 4	WFLX	10/28/12	10/28/12	NFL on Fox Game 1 NFL ON FOX	Comm	1-425P	-----1	:30	1	\$1,835.00	P 1	0.00 NM	1	\$1,835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----1		1				\$1,835.00		0.00		
E 5	WFLX	10/28/12	10/28/12	NFL on Fox Game 2 NFL ON FOX	Comm	425-7P	-----1	:30	1	\$2,335.00	P 1	0.00 NM	1	\$2,335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----1		1				\$2,335.00		0.00		
E 6	WFLX	10/29/12	10/31/12	MORNING NEWS 7A FOX 29 MORNING NEW!	Comm	7-8A	MTW----	:30	3	\$175.00	P 1	0.00 NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	MTW----		3				\$175.00		0.00		
E 7	WFLX	10/29/12	10/31/12	MORNING NEWS 8A FOX 29 MORNING NEW!	Comm	8-9A	MTW----	:30	3	\$175.00	P 1	0.00 NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	MTW----		3				\$175.00		0.00		
E 8	WFLX	10/30/12	10/30/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-2-----	:30	2	\$1,085.00	P 1	0.00 NM	2	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-2-----		2				\$1,085.00		0.00		
Totals													16	\$10,260.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLX	Date: 10/24/12
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	WFLX # 8409SB 10/25 - 10/31			

Total Charges: \$ 10,260 ✓ GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11 *James L. Martin* 703-807-2070
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] John Heistman GM
 Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	DC

REQUEST RECEIVED FROM

DATE: 8/14/12

BUYER:	Anne Braunscheidel
AGENCY:	Mentzer Media
ADDRESS:	600 fairmount ave ste 360
PHONE #:	410-825-0237
FAX #:	410-583-2322
OTHER:	

AVAILS FOR

COMMITTEE:	60+ Association
CHAIRPERSON:	JAMES L MARTIN
TREASURER:	AMY FREDERICK
ADDRESS:	515 KING ST STE 315 ALEXANDRIA VA 22314
PHONE #:	703807-2070
FAX #:	703-807-2073
OTHER:	

FOR

CANDIDATE:	60+ ASSOCIATION
OFFICE:	ISSUE
PARTY:	REPUBLICAN

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	